

SECTION 4: POTENTIAL FUNDING MECHANISMS

In order to implement the Downtown Rocklin Plan, the improvements and programs identified in Section 3 will need to be funded and maintained. This section summarizes a variety of potential methods for funding the improvement projects.

The listing of potential funding resources is organized into four categories:

- Federal and State
- Local (City or County)
- Private

The listing is not intended to exclude any other available funding sources nor does it require the use of any source listed. Rather it is intended to provide a starting point for potential funding sources for Downtown Improvements and programs.

A. FEDERAL AND STATE

F-1: Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU)

- *Description:* SAFETEA-LU provides funding for highways, transportation safety, and public transportation improvements. SAFETEA-LU addresses a wide range of transportation issues, including safety, traffic congestion, freight movement, intermodal transportation, and environmental protection. SAFETEA-LU focuses on transportation issues of national importance, while giving states and local governments more flexibility for solving transportation problems in their communities. SAFETEA-LU funding programs that could potentially be used in Downtown Rocklin include (but are not limited to) the following:
 - Safe Routes to Schools
 - Recreation Trails Program
 - Transportation, Community, and System Preservation Program

- *Potential Use of Funding:* Public transit, bikeways, recreational trails, and transportation enhancements to address community needs.
- *For More Information:*
<http://www.fhwa.dot.gov/safetealu/summary.htm>

F-2: The National Endowment for the Arts: Grant Programs

- *Description:* The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Endowment is the nation's largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. Funding programs that could be used in Downtown Rocklin include (but are not limited to) the following:
 - Access to Artistic Excellence
 - Challenge America
 - Save America's Treasures
- *Potential Use of Funding:* Public art, preservation and conservation of cultural artifacts and sites, and art education.
- *For More Information:*
<http://www.arts.gov/grants/index.html>

F-3: Community Development Block Grant:

- *Description:* Established in 1974, the Community Development Block Grant (CDBG) is one of the oldest programs of the Department of Housing and Urban Development (HUD). The CDBG program provides annual grants on a formula basis to many different types of grantees.
- *Potential Use of Funding:* The grants can be used for downtown revitalization projects, infrastructure improvements, low-income housing, and reduction of blight.

- *For More Information:*
<http://www.hud.gov/offices/cpd/communitydevelopment/programs/index.cfm>

F-4: Environmental Protection Agency (EPA) Grant Programs

- *Description:* Federal grants for various purposes, including State and local program research, demonstrations, development, and implementation.
- *Potential Use of Funding:* Research, demonstrations, and development and implementation of various environmental based programs (including water pollution, conservation, and solid waste disposal).
- *For More Information:*
<http://www.epa.gov/ogd/grants/information.htm>

F-5: California ReLeaf Urban Forestry Grant Program

- *Description:* California ReLeaf administers urban forestry grant programs on behalf of the State of California. Grant funding is provided through the California Department of Forestry and Fire Protection and the USDA Forest Service.
- *Potential Use of Funding:* Tree planting, tree care, and tree education.
- *For More Information:*
<http://www.californiareleaf.org/grants.html>

F-6: California Department of Housing and Community Development Loans and Grants

- *Description:* The California Department of Housing and Community Development (HCD) administers more than 20 programs that award loans and grants for the construction, acquisition, rehabilitation and preservation of affordable rental and ownership housing, homeless shelters and transitional housing, public facilities and infrastructure, and the development of jobs for lower income workers. These loans and grants are available to local public agencies, nonprofit and for-profit housing developers, and service providers. In many

cases these agencies then provide funds to individual end users.

- *Potential Use of Funding:* Construction, acquisition, rehabilitation, and preservation of affordable rental and owner-occupied housing.
- *For more information:*
<http://www.hcd.ca.gov/fa/>

B. LOCAL (CITY OR COUNTY)

L-1: City General Fund

- *Description:* It is not uncommon for cities that are seeking to revitalize their community to commit a certain amount of the General Fund to the effort over a period of years.
- *Potential Use of Funding:* Improvements and ongoing projects or programs that have general community-wide benefits.

L-2: Impact Fees and Exactions

- *Description:* Dedications of land and impact fees are exactions that lessen the impacts of new development resulting from increased population or demand on services.
- *Potential Use of Funding:* Dedication of land and fees in lieu of dedication; Subdivision reservation for public use; Development architectural review; and Fees.

L-3: General Obligation Bonds

- *Description:* Tax-supported bonds used to finance the acquisition and construction of public capital improvements.
- *Potential Use of Funding:* Public buildings, roads, infrastructure improvements, and community centers.

L-4: Development Fees

- *Description:* Counties and cities may impose development fees on landowners in a "benefit area" to pay for a proportionate share of the public facilities required to serve a development.

- *Potential Use of Funding:* Used for “necessary” public improvements or services, which include transportation improvements, parks and open areas.

L-5: Development Incentive Programs

- *Description:* Incentives encourage the private sector to provide the desired public improvement.
- *Potential Use of Funding:* Public improvements.

L-6: General Taxes

- *Description:* Taxes include excise taxes, utility user taxes, and property tax to generate revenue.
- *Potential Use of Funding:* Various community improvements.

L-7: Revenue Bonds

- *Description:* Debt undertaken wherein payback is tied to specific revenue streams. This form of debt does not require a public vote.
- *Potential Use of Funding:* Common uses include industrial development, housing and social services.

L-8: Adopt-a-Light Program (Tree, Bench, etc).

- *Description:* As a unique method for paying for street lighting fixtures, or any other streetscape element, a small projected plaque sign could be affixed to the light pole with the name or logo of the local merchant/business/person/entity who purchased the fixtures. This program can also be applied to historic plaques, benches, trees, paving surfaces, and banners.
- *Potential Use of Funding:* Streetscape furniture and amenities

L-9: RDA Tax Increment Financing

- *Description:* Tax increment financing (also known as revenue allocation financing) is the incremental property tax revenue collected after a redevelopment project is

established. Within a redevelopment area, cities may use the property taxes resulting from the increase in taxable valuation caused by the construction of new industrial or commercial facilities to provide economic development incentives to a business or industry.

- *Potential Use of Funding:* Tax Increment Financing revenues can be used for land acquisition, assembling parcels, remediation of contamination on a site, infrastructure, and other public improvements. Tax Increment Financing revenues cannot be used for the "bricks and mortar" costs of construction (except for affordable housing).

L-10: Special Benefit Assessments

- *Description:* Special Benefit Assessment Districts (AD) are formed for the purpose of financing specific improvements for the benefit of a specific area by levying an annual assessment on all property owners in the district. Each parcel of property within an AD is assessed a portion of the costs of the public improvements to be financed by the AD, based on the proportion of benefit received by that parcel. The amount of the assessment is strictly limited to an amount that recovers the cost of the “special benefit” provided to the property. Traditionally, improvements to be financed using an AD include, but are not limited to, streets and roads, water, sewer, flood control facilities, utility lines and landscaping. A detailed report prepared by a qualified engineer is required and must demonstrate that the assessment amount is of special benefit to the parcel upon which the assessment is levied. Prior to creating an assessment district, the Town, county or special district must hold a public hearing and receive approval from a majority of the affected property owners casting a ballot. Ballots are weighted according to the proportional financial obligation of the affected property. There are many assessment acts that govern the formation of assessment districts, such as the

Improvement Act of 1911, Municipal Improvement Act of 1913, Improvement Bond Act of 1915 and the Benefit Assessment Act of 1982, as well as other specific facility improvement acts.

- *Potential Use of Funding:* The Landscaping and Lighting Act of 1972 enables assessments to be imposed to finance acquisition of land for parks, recreation and open space; and the installation or construction of planting and landscaping, street lighting facilities, ornamental structures, and park and recreational improvements

L-11: City of Rocklin Housing Rehabilitation Program

- *Description:* The City of Rocklin has a Housing Rehabilitation Program that provides low-interest loans for home repairs. Only low-income households qualify for the program
- *Potential Use of Funding:* Repairs to Downtown housing units.

L-12: Parking Revenues

- *Description:* Downtown parking can provide a source of public revenue from parking meters, paid parking in surface lots and parking structures, and paid permit parking for residential neighborhoods.
- *Potential Uses of Funding:* Streetscape improvements, downtown management, downtown security and maintenance, and general downtown and neighborhood improvements.

C. PRIVATE

P-1: The Gunk Foundation Grants for Public Arts Projects

- *Description:* The Gunk Foundation aims to support the production of non-traditional public art projects. The Foundation primarily supports art projects that are outside of traditional museums and galleries, such as art that is shown in the spaces of public transportation, city streets, and plazas.

- *Potential Use of Funding:* Grants are provided for works of public art that are non-traditional and have a meaningful connection to the space they are in. The committee will not fund art education, art festivals, art therapy, mural projects, community gardens, restoration projects, architectural design projects, traditional commemorative sculpture/painting, or traditional theater projects.

- *For More Information:*
<http://www.gunk.org/criteria.html>

P-2: American Greenways Eastman Kodak Grant Program

- *Description:* Eastman Kodak, The Conservation Fund, and the National Geographic Society provide small grants to stimulate the planning and design of greenways in communities throughout America. The annual grants program was instituted in response to the President's Commission on Americans Outdoors recommendation to establish a national network of greenways. Made possible by a generous grant from Eastman Kodak, the program also honors groups and individuals whose ingenuity and creativity foster the creation of greenways.
- *Potential Use of Funding:* Grants to stimulate the planning and design of greenways.
- *For More Information:*
<http://www.conservationfund.org/?article=2106>